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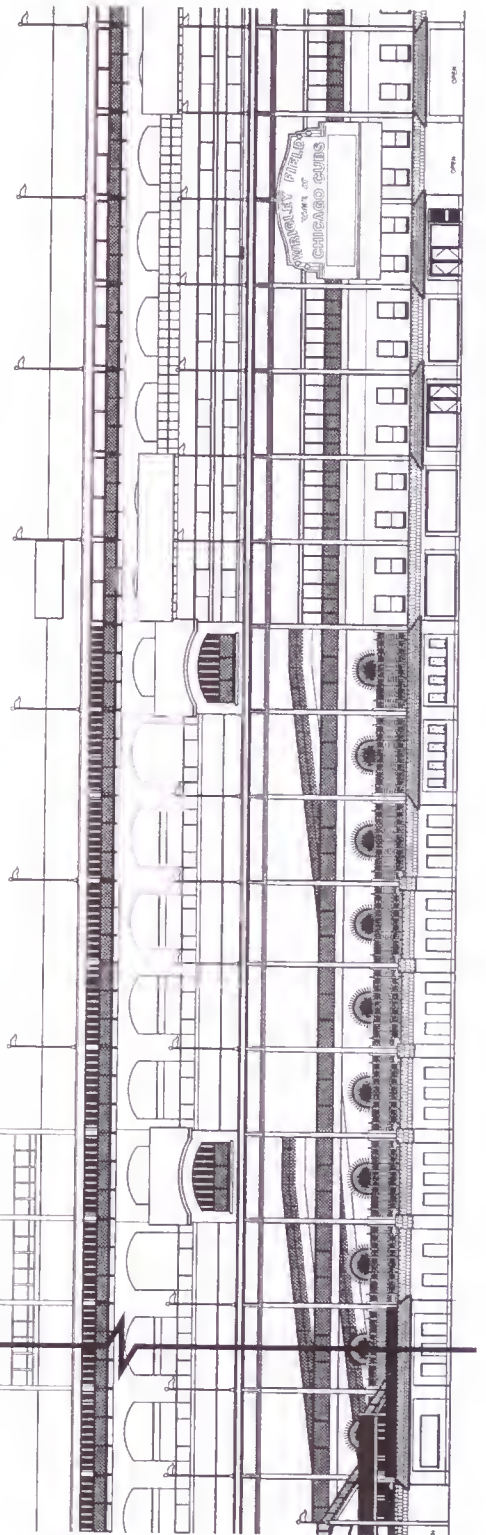
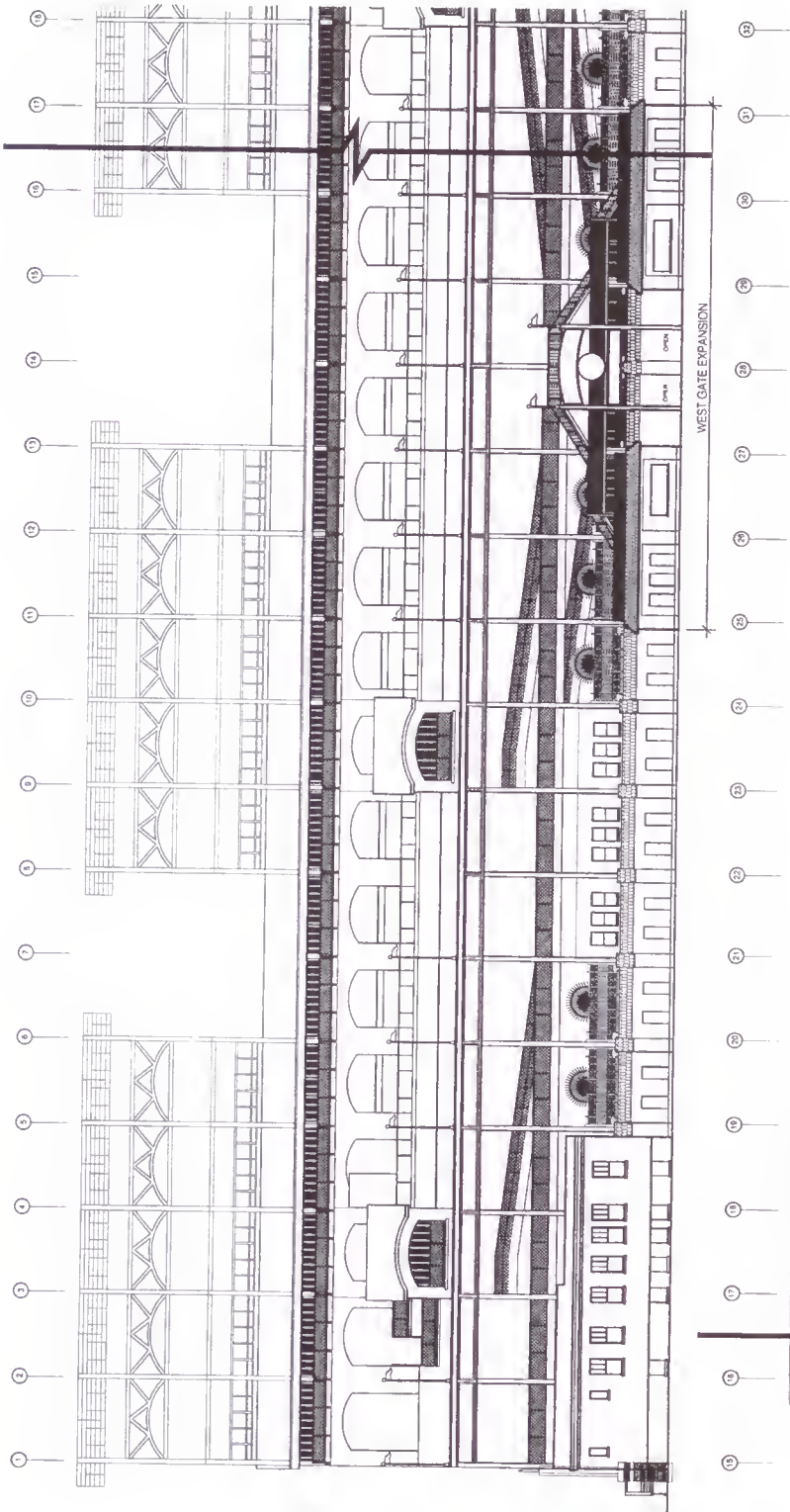
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# MINI-TRIANGLE EXPANSION ELEVATIONS (SUB-AREA A)

APPLICANT WRIGLEY FIELD HOLDINGS LLC (AND OTHERS)  
 ADDRESS 1060 W ADDISON STREET  
 DATE SUBMITTED 01 MAY 2013  
 REVISED DATE

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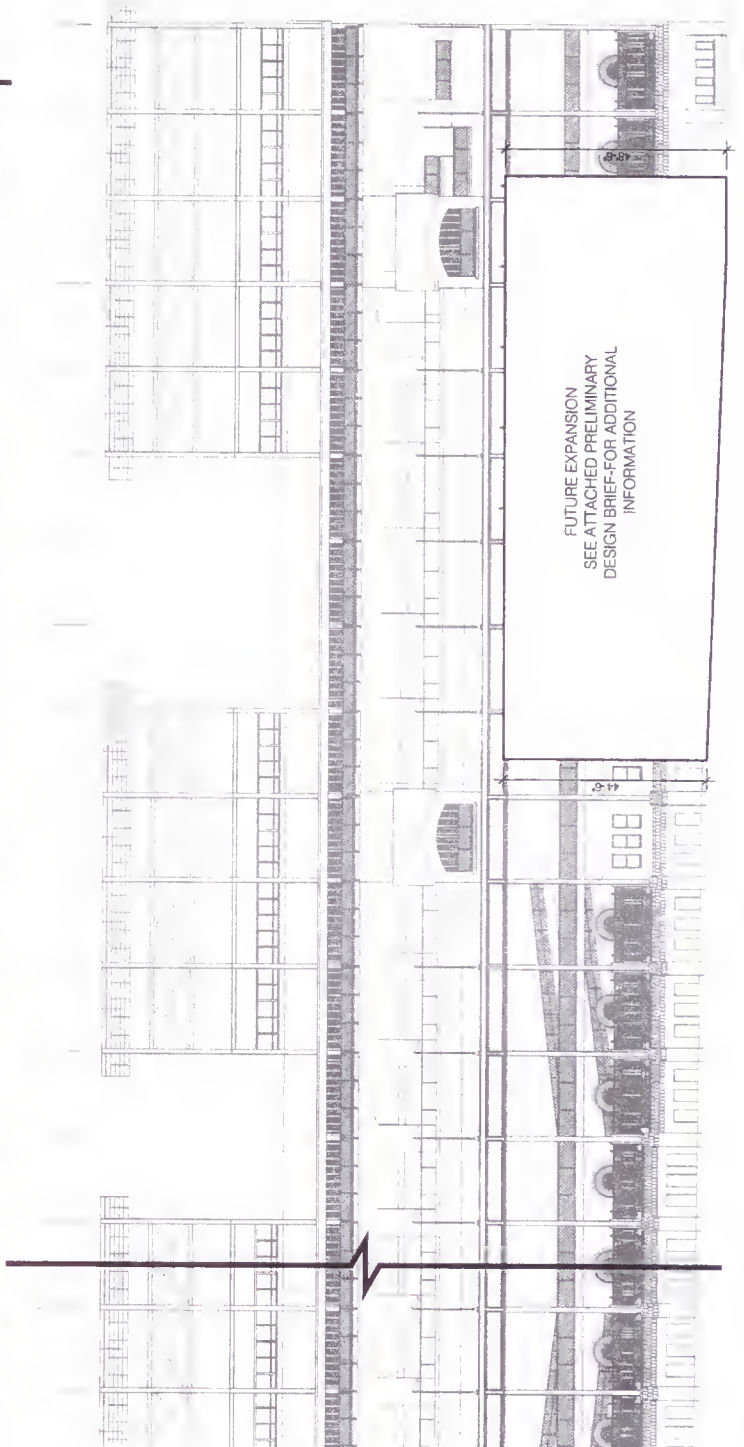
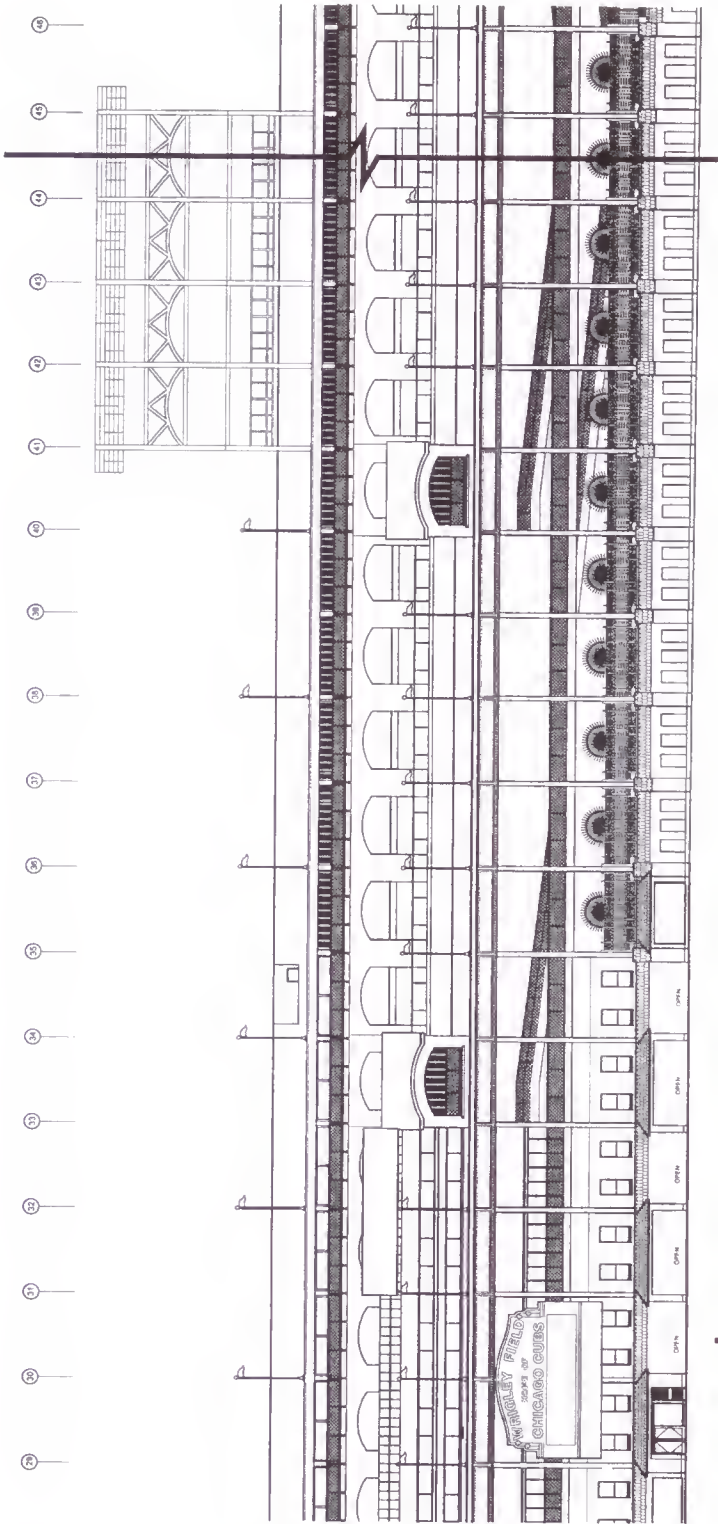
# RESTORATION AND EXPANSION ELEVATIONS (SUB-AREA A) (1 OF 4)

APPLICANT WRIGLEY FIELD HOLDINGS LLC (AND OTHERS)  
 ADDRESS 1060 W ADDISON STREET  
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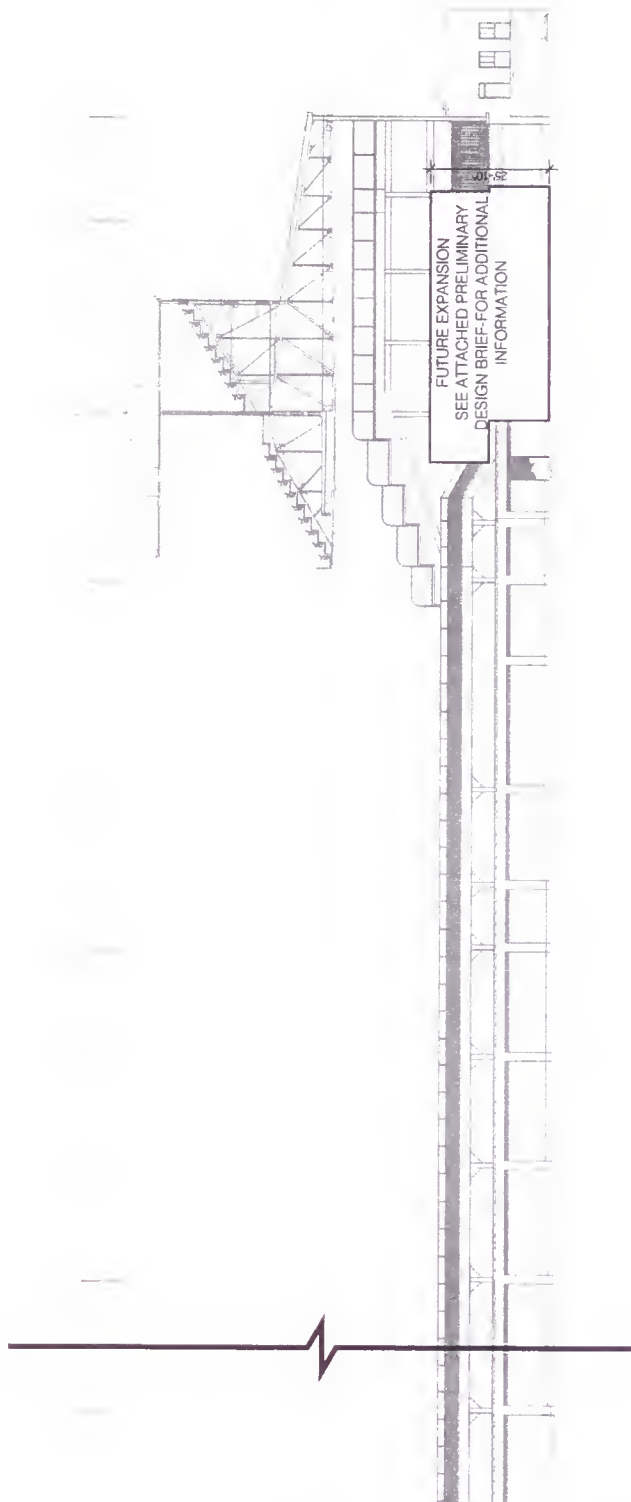
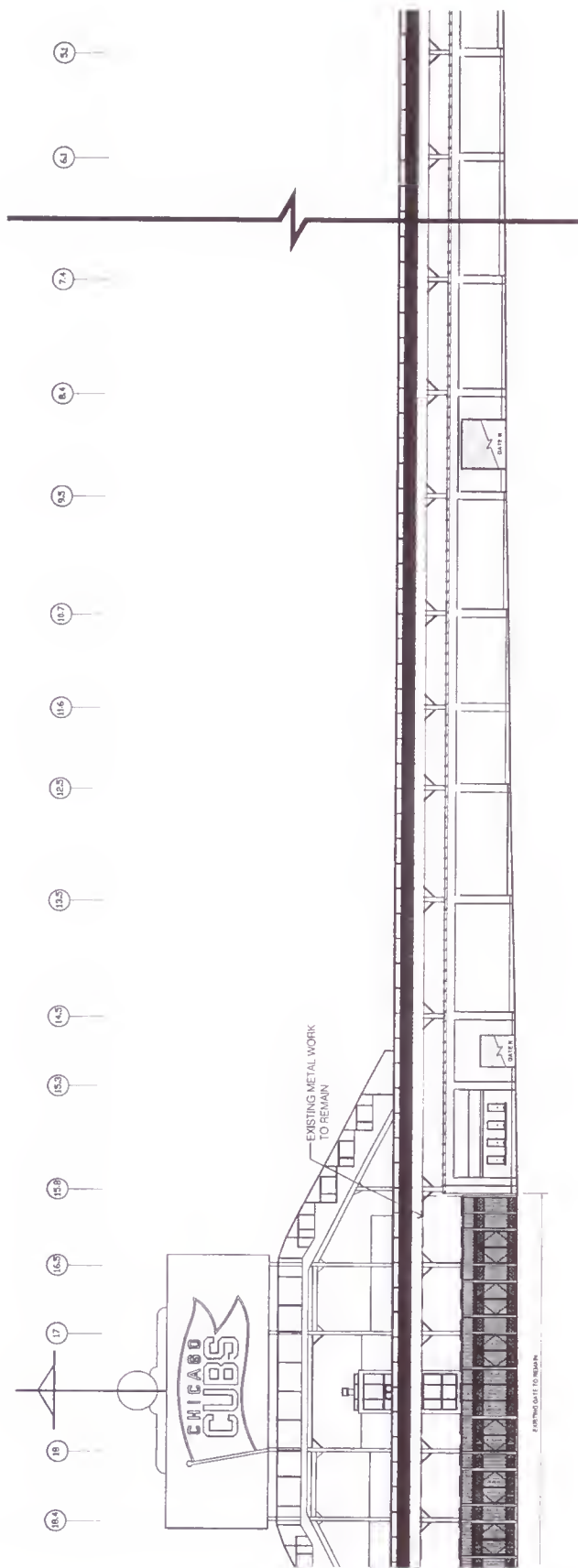
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# RESTORATION AND EXPANSION ELEVATIONS (SUB-AREA A) (2 OF 4)

APPLICANT WRIGLEY FIELD HOLDINGS LLC (AND OTHERS)  
 ADDRESS 1060 W ADDISON STREET  
 DATE SUBMITTED 01 MAY 2013  
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ADDITIONAL NOTE: 6,000 SF VIDEO BOARD TO BE INCLUDED, EXACT LOCATION TO BE DETERMINED.

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# RESTORATION AND EXPANSION ELEVATIONS (SUB-AREA A) (4 OF 4)

APPLICANT: WRIGLEY FIELD HOLDINGS LLC (AND OTHERS)  
 ADDRESS: 1060 W. ADDISON STREET  
 DATE SUBMITTED: 01 MAY 2013  
 REVISED DATE:



## **PRELIMINARY DESIGN BRIEF**

The design brief is intended to provide a programmatic overview and design framework, which reflects the understanding of the City of Chicago and the Applicant regarding the expansion and development of portions of Wrigley Field.

### **Preliminary Design Brief: Wrigley Field Southeast Expansion (Mini-Triangle)**

The Southeast expansion to Wrigley Field located at the corner of Addison Street and Sheffield Avenue is approved to include three story building approximately 44'-6" (Forty-Four feet six inches) above finished grade. The building is approved to have a total gross square foot area of approximately 15,600 (Fifteen Thousand six hundred) square feet. Each story will approximately align with the adjacent Concourse, Mezzanine and Bowl Levels of the existing ballpark. The uses of the building may include but are not limited to expansion of visitors' clubhouse, concessions, branded spaces and restroom expansion for the back of the upper terrace, retail, food & beverage (Including alcohol), vertical circulation and ancillary support for ballpark operations. The upper story roof may have an outdoor deck partially covered connecting to the ballpark. Furthermore the expansion area may provide public access to the existing gates into the ballpark.

### **Preliminary Design Brief: Sheffield Grill & United Club Expansion**

The existing Sheffield Grill located at the southeast corner of the ballpark on Sheffield Avenue is approved to be expanded to approximately 1,000 (One Thousand) square feet at grade. The intended uses of the expansion may include but are not limited to concessions, retail, food & beverage (Including alcohol), vertical circulation, branded spaces, ancillary support for ballpark operations and to service the fans along Sheffield Ave. The second story may include an expansion to the existing space of approximately 1,500 (One thousand five hundred) square feet with the possibility of a second story outdoor deck of approximately 1,200 (One Thousand two hundred) square feet.

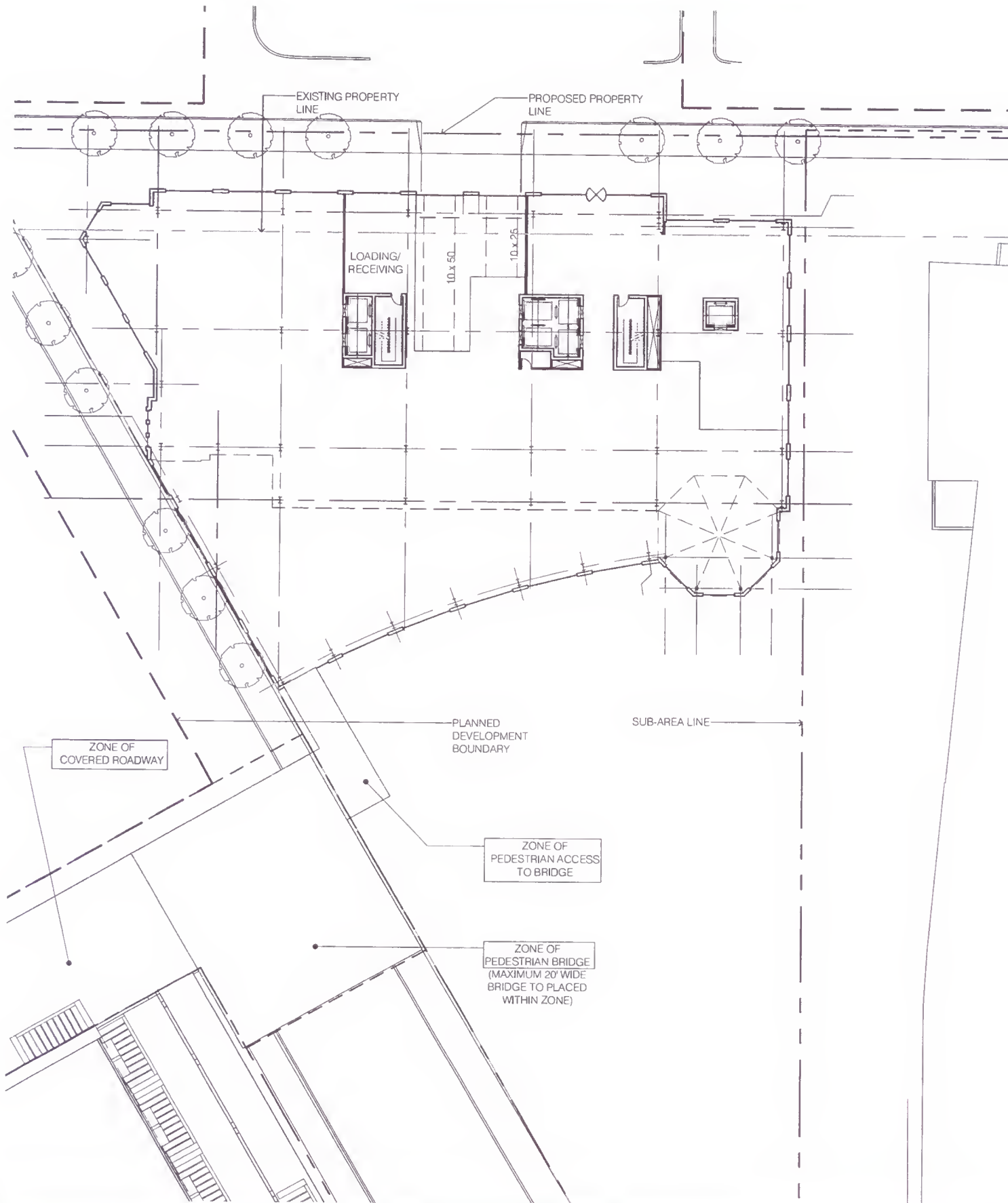
The architectural expression of this expansion will relate to the vocabulary of the existing southeast corner of Wrigley Field, by including a structural frame of primarily steel. Wall areas may include masonry and/or stucco with architectural accents with transparent and/or spandrel glazing.

## PRELIMINARY DESIGN BRIEF

APPLICANT WRIGLEY FIELD HOLDINGS LLC (AND OTHERS)  
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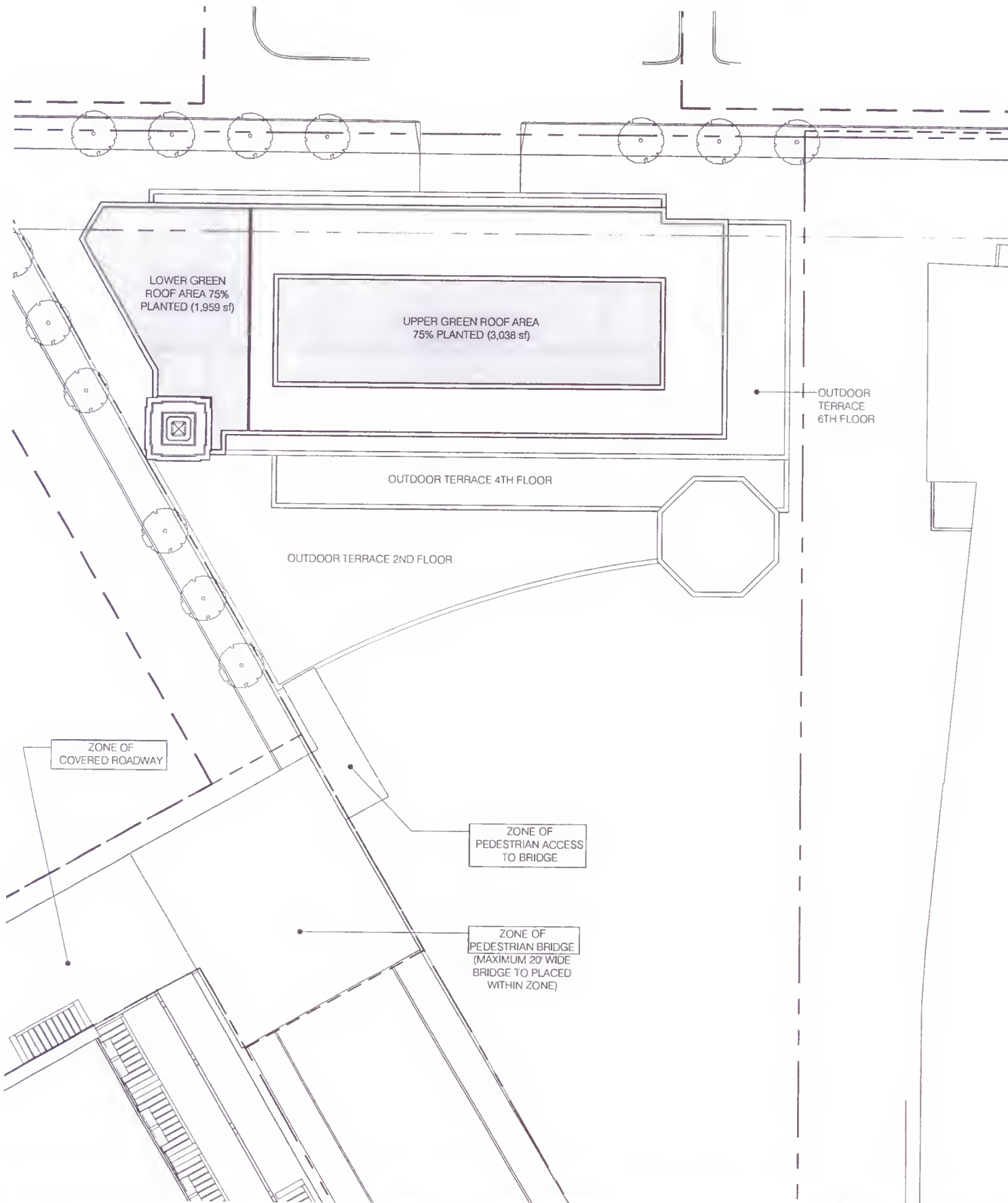


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OFFICE BUILDING LOADING ACCESS PLAN (SUB-AREA B)

APPLICANT WRIGLEY FIELD HOLDINGS LLC. (AND OTHERS)  
 ADDRESS 1060 W ADDISON STREET  
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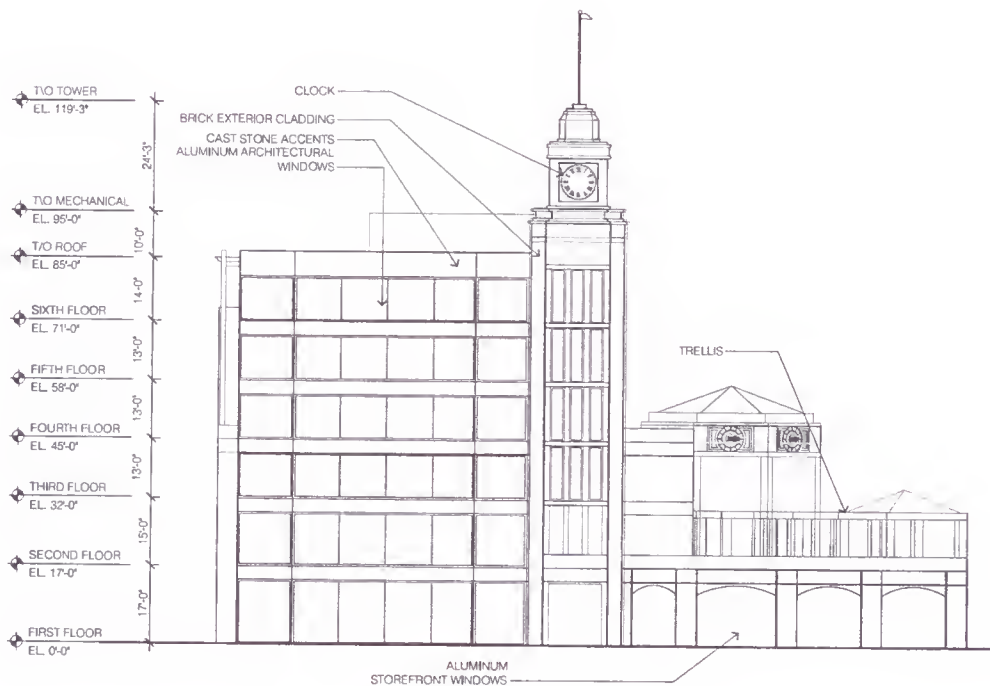
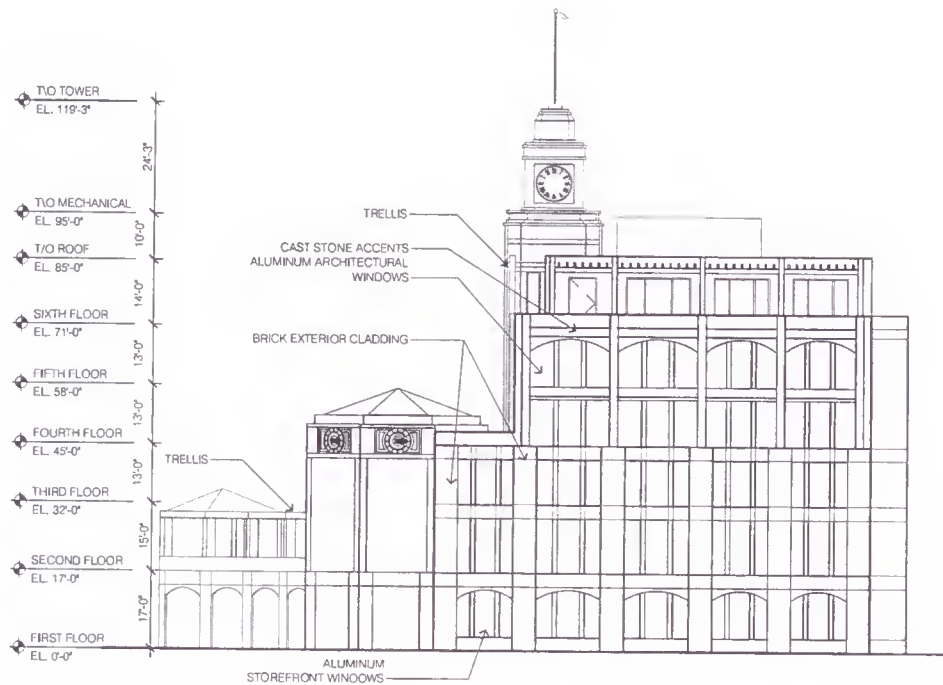


OFFICE BUILDING GREEN ROOF PLAN (SUB-AREA B)



APPLICANT WRIGLEY FIELD HOLDINGS LLC. (AND OTHERS)  
ADDRESS 1060 W ADDISON STREET  
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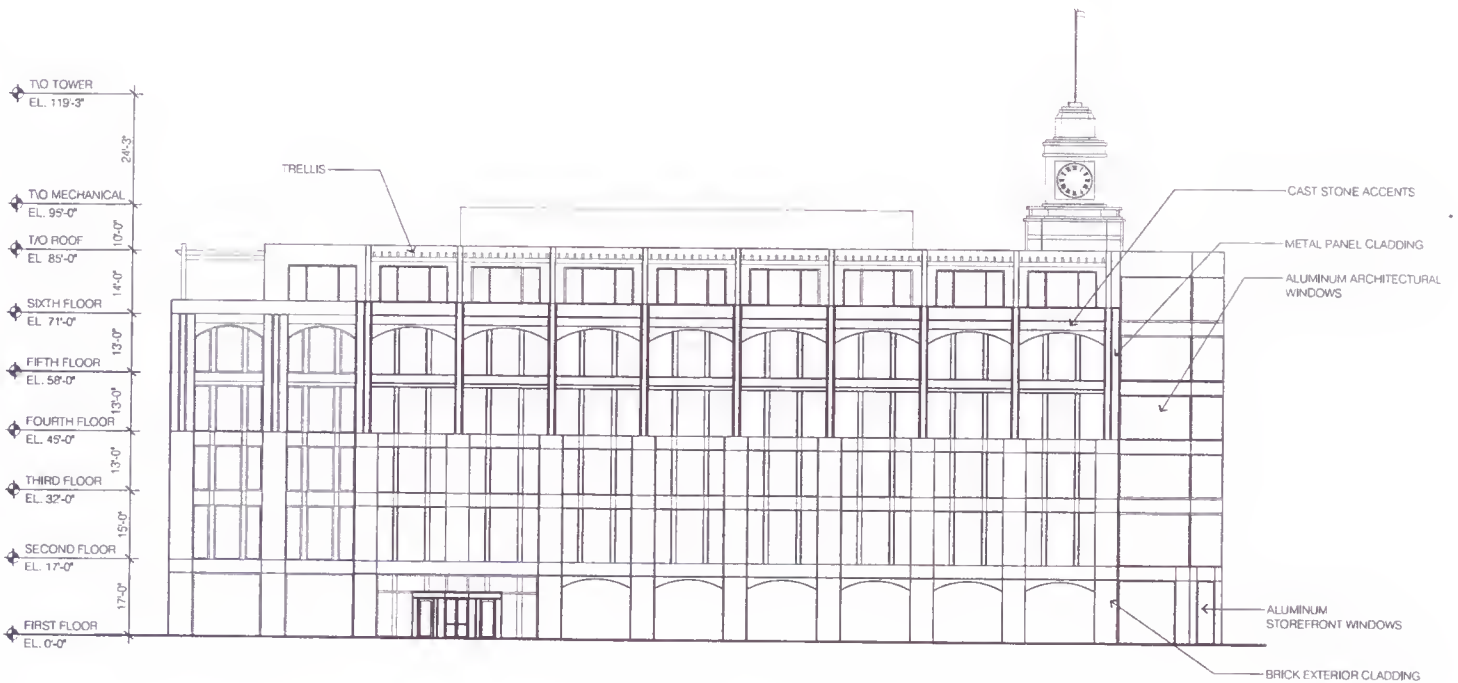
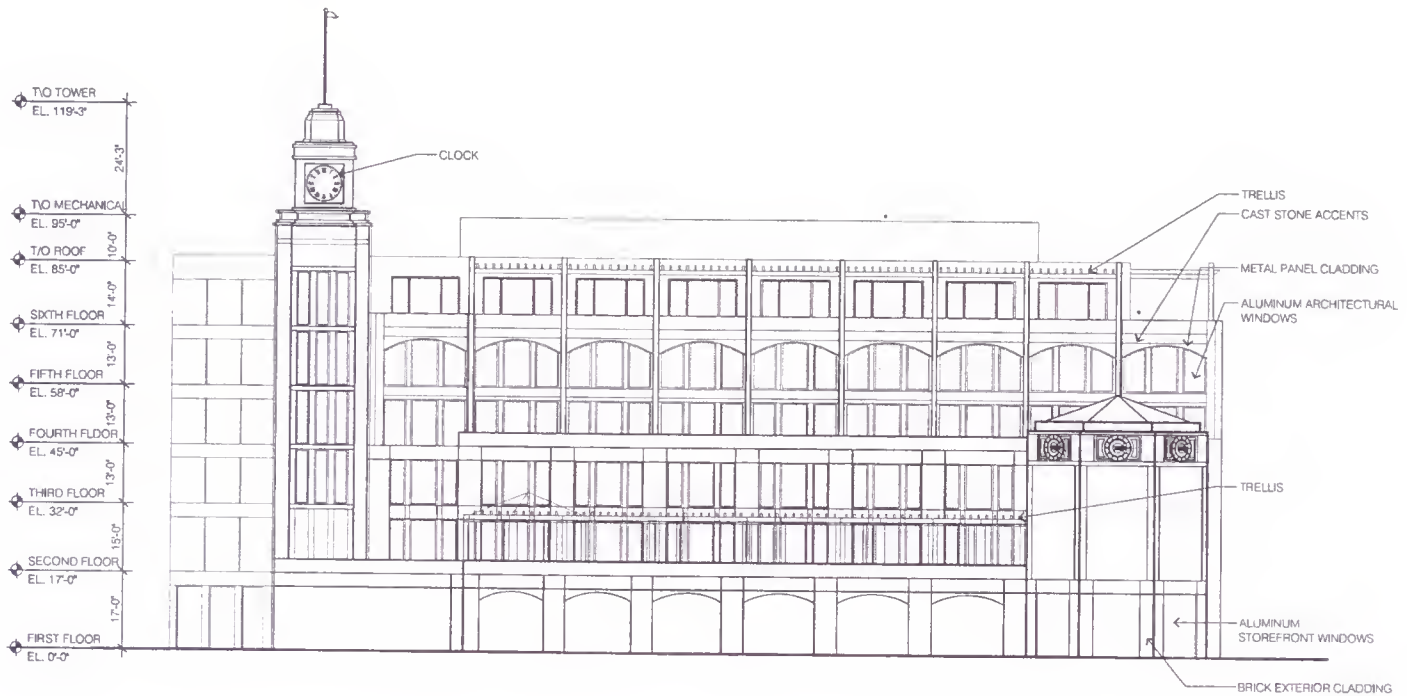
# OFFICE BUILDING ELEVATIONS (SUB-AREA B)

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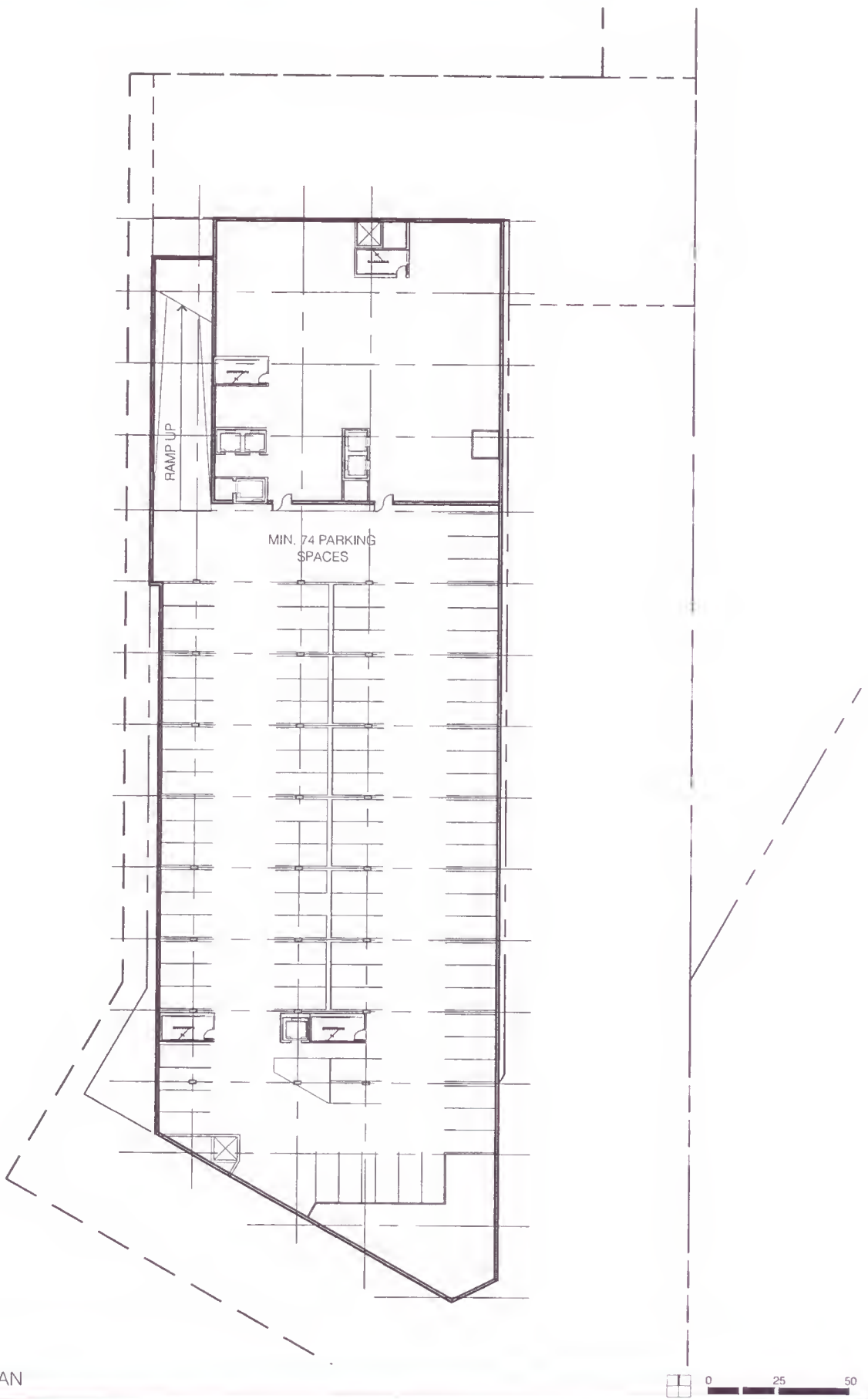
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## OFFICE BUILDING ELEVATIONS (SUB-AREA B)

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APPLICANT: WRIGLEY FIELD HOLDINGS LLC (AND OTHERS)  
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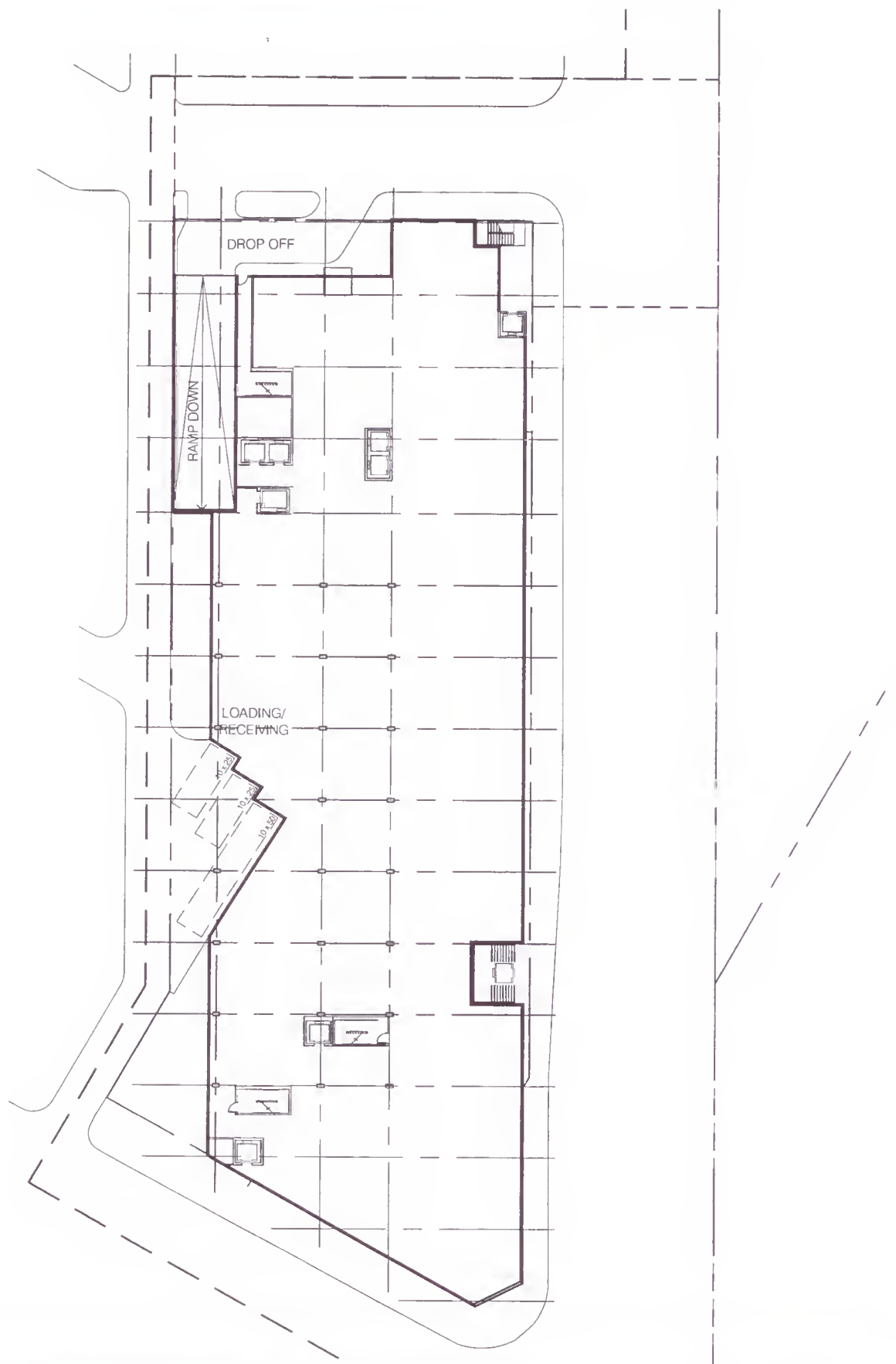
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HOTEL BUILDING PARKING PLAN

APPLICANT WRIGLEY FIELD HOLDINGS LLC (AND OTHERS)  
ADDRESS 1060 W ADDISON STREET  
DATE SUBMITTED 01 MAY 2013  
REVISED DATE





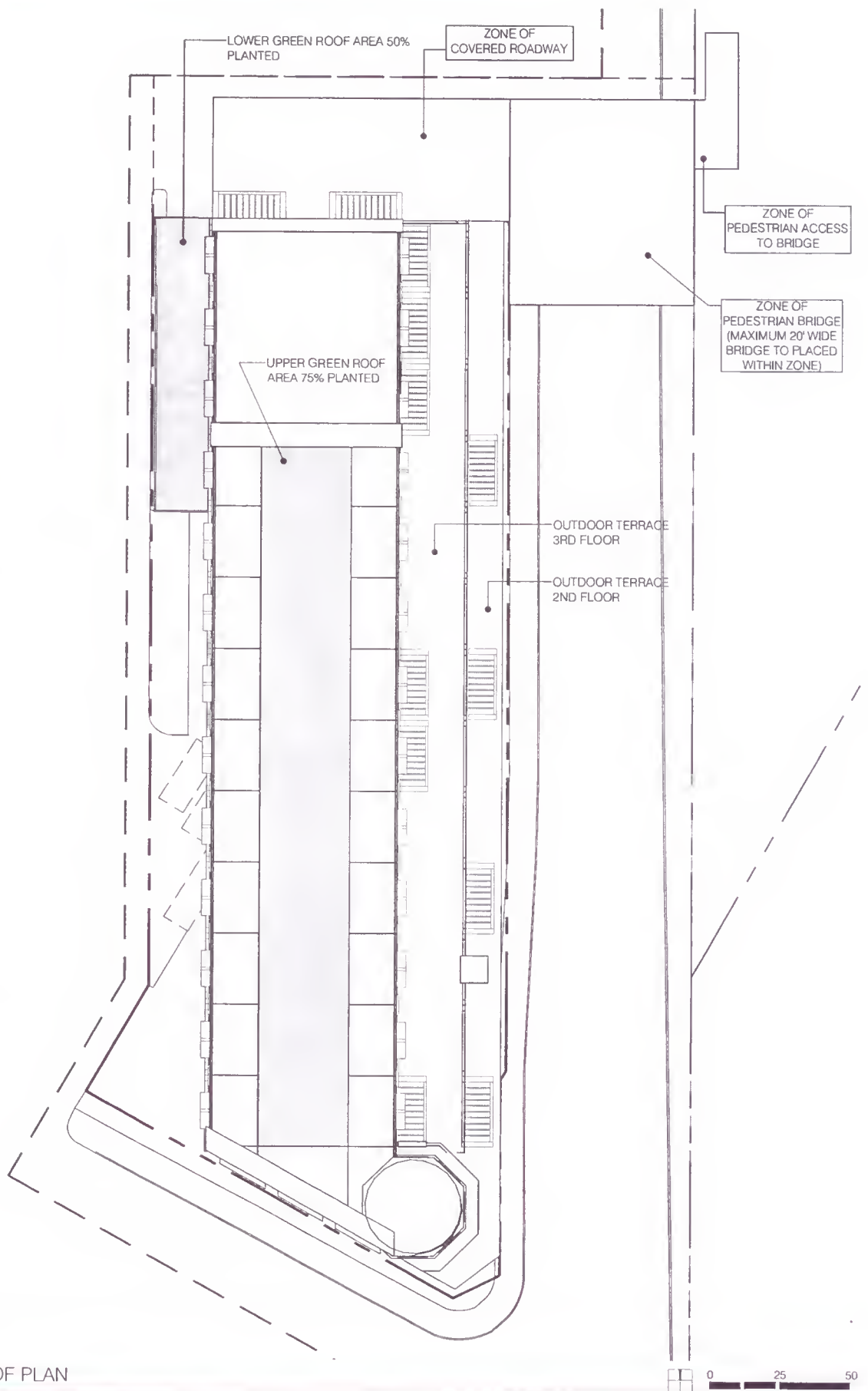
# HOTEL BUILDING PARKING ACCESS & LOADING PLAN



APPLICANT WRIGLEY FIELD HOLDINGS LLC (AND OTHERS)  
 ADDRESS 1060 W ADDISON STREET  
 DATE SUBMITTED 01 MAY 2013  
 REVISED DATE



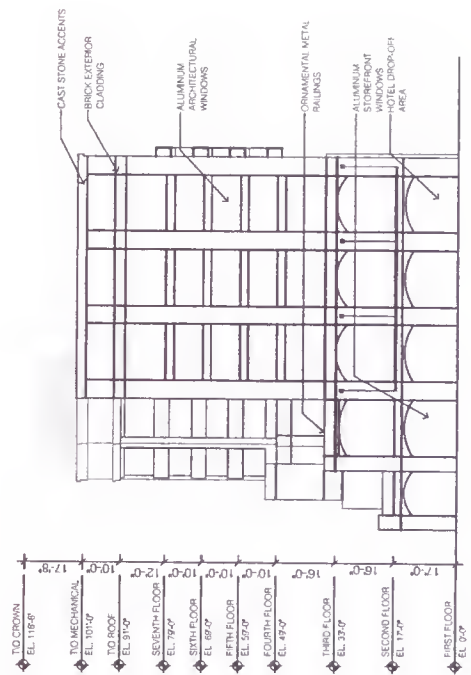
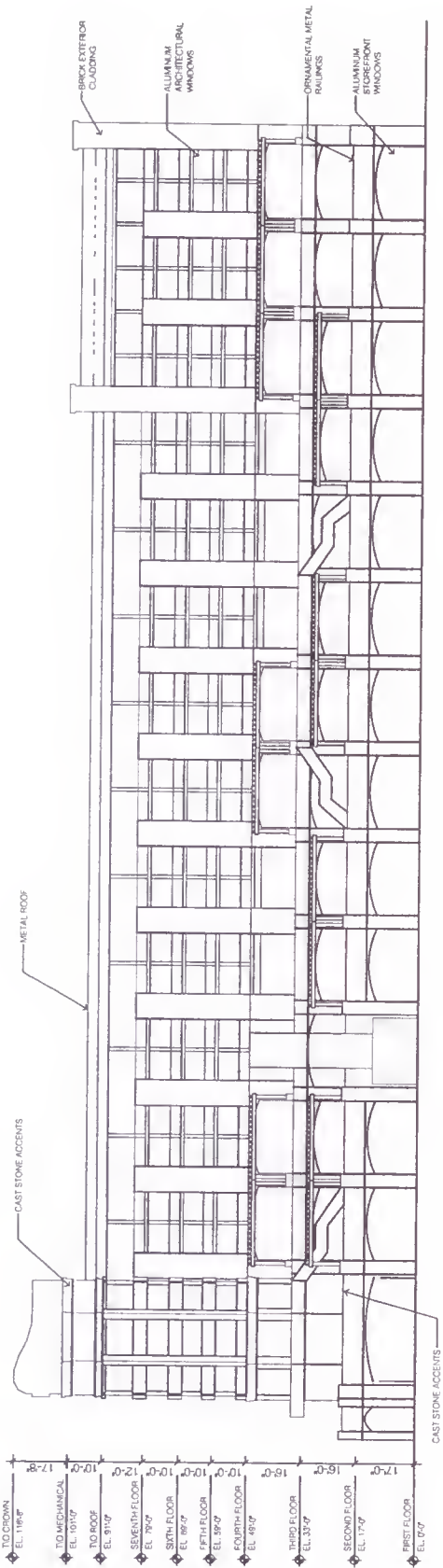
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HOTEL BUILDING GREEN ROOF PLAN



APPLICANT WRIGLEY FIELD HOLDINGS LLC (AND OTHERS)  
ADDRESS 1060 W ADDISON STREET  
DATE SUBMITTED 01 MAY 2013  
REVISED DATE



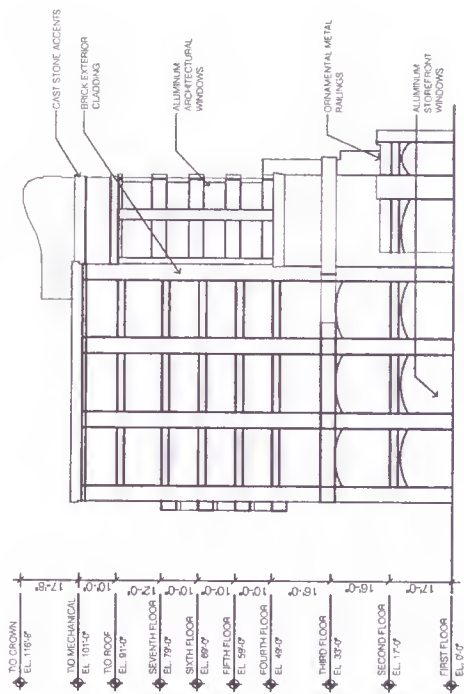
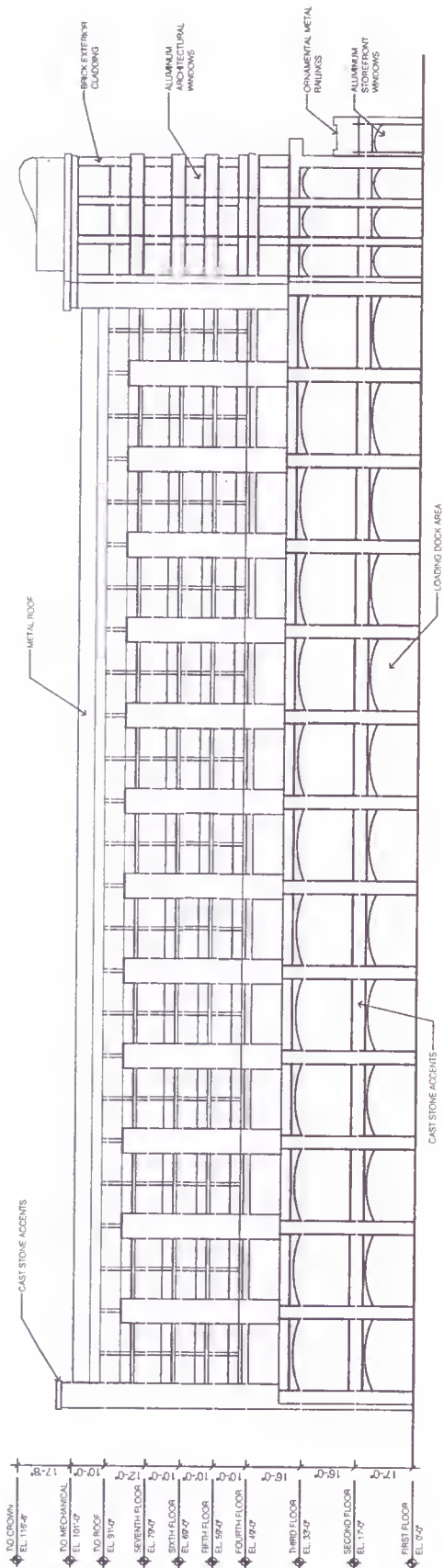
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## HOTEL BUILDING ELEVATIONS

APPLICANT WRIGLEY FIELD HOLDINGS LLC (AND OTHERS)  
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## HOTEL BUILDING ELEVATIONS

APPLICANT: WRIGLEY FIELD HOLDINGS LLC. (AND OTHERS)  
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Planned Development Signage Matrix  
May 1, 2013

Section A - Exterior Signage subject to regulation with respect to Maximum Square Footage

Applicant shall have the right and is permitted to erect, place, establish, paint, create, modify and maintain in the Planned Development all of the signs identified in the Zoning Ordinance as well as all the types of signs and the specific signs listed in the Matrix, including without limitation stylons, blade signs, banners, LED screens and ribbon boards, exposed neon lighted flush mounted and similar signage. The maximum square footage of exterior signage in the Planned Development pursuant to this Section A shall be 19,087 square feet, excluding therefrom all existing signage. Applicant shall be permitted to allocate such signage as between the Subareas in the Planned Development in such a way as Applicant may designate, which designation may, at Applicant's option, be done through a zoning and signage rights agreement, subject in all cases to the total overall maximum of 19,087 sf. The categories and allocations of signage types, sizes and location which follow in the chart below are representative of how and where such signage may be implemented by Applicant within the Planned Development and the various Subareas; as set forth herein, Applicant shall have the right to allocate and reallocate such signage in the manner set forth below or in a different manner subject only to the maximum of 19,087 square feet. No sign identified in Section B below shall be governed by this Section A. The content of any signage in this Section A shall be as determined by Applicant and may change as desired.

Description	Square Footage	Illumination	Type	Comments
<b>Hotel Parcel - Subarea D</b>				
Starwood Signage				
Bldg. Sign	600	Internal or neon		Hotel main identification building sign
Blade Sign -2	400	Internal or neon		Per tenant requirements each at 200 sf each (100 sf approximately each side)
Canopy sign	125	Internal or neon		Per tenant requirements at drop off area
Branded signs	750	Internal or neon		Located at corner of Clark & Addison at top of bldg 6 @ 125sf each
Blade branded vertical signs	1,200	Internal or neon		Two double sided Blade signs at 300 sf each side located on Clark Street elevation at the corner of Clark & Addison & at NE corner of Hotel Bldg
Branded Signs	900	Internal or neon		Flat wall branded signs on Clark Street bldg facade - 3 @ 300 sf each
LED ribbon board	450	LED	LED ribbon board or ticker	Located at corner of Clark & Addison at second floor - Approximately 3'-0" x 150'-0"
Tenant Signs	360	Internal or neon		3 signs in each bay at corner of Clark & Addison - 120 sf each
Comer marquee tenant	140	Internal or neon		On Clark Street elevation
Health Club Tenant	640	Internal or neon		Assume 8 tenants at 80 sf per tenant along Clark & Addison
Tenant Signs	80	Internal or neon		Located over storefront on Clark Street elevation
McDonald's	15	Internal or neon		Location on Addison Street
Storefront sign	900	Internal or neon	Monument sign	
McDonald's Directional Sign				On the Clark Street elevation 3 showcase two or one story branded retail/activations - 300 sf each
Showcase Branded Activation				
SUB-TOTAL	6,560 SF			

<b>Office Building - Subarea B</b>				
Naming partner				
Main sign	600	Internal or neon		Located south side center of building below roof level
Secondary naming sign	275	Internal or neon		South elevation east or west end of office bldg, just below roof level - 1 sign at 250 SF each
Clock Tower	Clock Face	Internal or neon		Clock face all four sides
Four screen video board	1,600	LED	LED video board	Four LED video boards surrounding rounda - 4 LED video boards at approximately 400 sf each
LED Ribbon board	450	LED	LED ribbon board or ticker	Ribbon board south elevation at top of first floor 3'-0"x150'-0" Approximately
Blade vertical signs	440	Internal or neon		Vertical blade sign 2 sided attached to western edge of office bldg. Facing north & south. 220 SF each side
Office Tenant signs	240	Internal or neon		Assume 3 at 80 sf each Located at Waveland & eastern elevation of office bldg
Tenant Signs	320	Internal or neon		Assume 4 additional tenants - Assume 80 sf per sign
Tenant Signs	200	Internal or neon		Assume 2 tenants at 100 sf each
Showcase Activation	275	Internal or neon		Branded activation zones
Second Level plaza	250	Internal or neon		Located on second level outdoor deck One branded sign at 250 sf or 2 signs at 125 sf each
SUB-TOTAL	4,650 SF			

PLANNED DEVELOPMENT SIGNAGE MATRIX

PLANNED DEVELOPMENT SIGNAGE MATRIX

APPLICANT: WRIGLEY FIELD HOLDINGS LLC (AND OTHERS)  
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Bridge Spanning Clark Street		Square footage	illumination	Type	Comments
Bridge branded			160 Internal or neon		Located at center of bridge - north and south sides 2 branded signs at 80 sf each
SUB-TOTAL			160 SF		

Plaza - Subarea B		Square footage	illumination	Type	Comments
Stylons - 7			Internally Illuminated	Structural steel	7 stylons to be located anywhere within the plaza open space Stylons are four sided approximately 50'-0" tall and 7'-6" wide on each of the four sides 4 signs at top of each stylon. Naming partner of plaza - 40 sf each side LED TV's placed on two sides of each stylon - 125 sf each side Two gates. Waveland entry and south near Marquee 200 sf each - 2 signs per gate Naming rights partner - plaza approximately 10'x25' both sides of portal
Branded LED TV screens		1,120	Internal or neon		
Plaza entry gates		1,750	LED		
Main plaza entry Gate		825	Internal or neon	LED TV video screens	
Sponsor activation		930	Internal or neon		
Branded walkway		200	Internal or neon		Five signs located within open plaza Connector walkway from upper level plaza to bridge. Faces east into open plaza
Stair Towers		500	Internal or neon		Located at each east and west ends of bridge - 2 towers, branded all 4 sides - 50 sf each side
SUB-TOTAL			5,825 SF		

Wrigley Field Exterior - Subarea A		Square footage	illumination	Type	Comments
Western Gate		110	Internal or neon		
Branded entrance arch		60	LED		Branded entry - exposed neon
LED Ribbon Board		Existing	Existing	LED board & ticker	2 LED ribbon boards 2'-0" x 15'-0" each
Bleacher Gate		Existing	Existing	Existing	
Back of Scoreboard		Existing	Existing	Existing	
Marquee/Existing to remain					Existing neon marquee to remain with LED board. LED neon and technology board may be upgraded
Entry gate brand		120	Internal or neon		
Branded Activation zone		40	Internal or neon		Sign to be located in existing rectangle box below marquee. Existing to remain
Branded Activation zone		14	Internal or neon		Branded activation zone signage. Neon behind glass storefront
Branded merchandise		30	Internal or neon		2 flat signs - (7' sf each). Branded vertical sign flanking branded activation zone entrance
Branded Premium Entrance		30	Internal or neon		Branded sign merchandise behind glass
Ticket LED ribbon		68	LED ribbon or ticker		Branded premium neon sign behind glass
Marquee Restaurant		60	Internal or neon	LED ribbon board & ticker	2 LED ribbon boards above ticket windows. 2'-0" x 17'-0" each
Ticket office move above		100	Internal or neon	LED ribbon & ticker	Neon branded restaurant behind glass
Mini-Triangle					2 new ticket offices that flank Centerfield bleacher gate. 100 sf for each new ticket booth LED board
Restaurant signage		200	Internal or neon		Located on Mini-Triangle building
United Club/Equivalent		200	Internal or neon		Located on Mini-Triangle building
Sheffield Grill/ or equal		200	Internal or neon		Located on east elevation of restaurant
Ticket window LED		35	LED ribbon or ticker		Located above ticket window
LED sign east elevation		176	LED video board	LED ribbon board & ticker	37" inches high x 57 feet long
LED south elevation		278	LED video board	LED Video screen	37" inches high x 90 feet long
Store branded name		150	Internal or neon	LED Video screen	Located on exterior storefront
Branded merchandise		21	Internal or neon		3 branded neon signs behind glass storefront. Each sign 7' sf
SUB-TOTAL			1,892 SF		50 banners at 40 sf each. Includes players numbers & images, important dates and accomplishments throughout Cubs history and brands.
TOTAL			19,087 SF		

<div> 1 Note: Existing Marquee, LED ribbon board and all other existing signage to remain. Their square footage is not included in above calculations.  2 Note: All existing ballpark signage to remain. Their square footage is not included in the above calculations.  3 Note: All signage for hotel &amp; office to be below roof line.  4 Note: Does not include LED board in left field nor the script sign in right field. Interior signage not included, regulated or subject to these calculations.  5 Note: The total PD regulated &amp; measured signage above is not limited to a specific subarea  6 Note: Applicant has the right to allocate such regulated &amp; measured signage as Applicant determines, subject to the overall maximum  7 Note: The seven stylons may be placed anywhere in the open plaza. </div>
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**Section B - Other Approved Exterior Signage.**

In addition to the signage set forth in Section A, Applicant shall have the right and is permitted to erect, place, establish, paint, create, modify and maintain in the Planned Development incidental, temporary, seasonal, special event, branded directional or specific location, mobile food & beverage and retail units, branded seasonal banners, and any sign allowed in the PD, including without limitation any sign listed in this matrix and any signs not subject to Section A provided the maximum square footage of all signage shall be 16,713 square feet. Applicant shall be permitted to allocate such signage as between the Subareas in the Planned Development as Applicant may designate, which designation may, at Applicant's option, be done through a zoning and signage rights agreement, subject in all cases to the total overall maximum 16,713 sf. The categories and allocations of signage types, sizes and location which follow in the chart below are representative of how such signage may be implemented by Applicant within the Planned Development and the various Subareas; as set forth herein, Applicant shall have the right to determine the design, look feel and placement of such sign and to allocate and reallocate such signage between subareas in the manner set forth below or in a different manner generally consistent with the concept categories and allocations below, subject only to the maximum 16,713 square feet. No sign identified in Section A above shall all be governed by this Section B. The content of signage in this Section B shall be as determined by Applicant and may be changed after as desired.



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